

ANDAM
FASHION INNOVATION
AWARD

FRIDAY, MAY 16, 2025

LOSANJE WINS
THE 2025 ANDAM FASHION INNOVATION AWARD
& GRANT OF 100.000€

Launched in 2017, the ANDAM Innovation Award is intended to support and encourage the technological innovations that contribute to transforming and reinventing today's fashion industry.

This prize will reward a start-up, French or international willing to develop their project in France, which already has or is willing to have an application in the fashion sector. The company has to offer innovative technological solution for a fashion industry more respectful of human beings and the planet, this in the following fields: bio-tech, new materials, production, distribution and circular economy.

Made of professionals of the fashion and tech industry, the Expert Committee gathered on Tuesday, May 13 at IFM Paris to review the applications and select the winners of the 2025 edition.

Winner of this 2025 edition,

LOSANJE supports brands and businesses in the creation of circular textile products through an industrialized, flexible, and tailor-made upcycling solution, enabling the transformation of any finished textile product (clothing, sheets, tarpaulins, curtains) into ready-to-assemble fabric components through a robotic production line.

«ANDAM exists to support all those who create or enable the emergence of new practices in fashion. The Innovation Prize highlights entrepreneurs who work behind the scenes to bring our industry to the forefront of the technological revolutions we are experiencing, often to the benefit of the environment. This is the case with Losanje, who this year convinced us with their automatic garment upcycling solutions—when technology truly gives textiles a second life. It is our association's honor to make this hidden side of fashion visible.»

GUILLAUME HOUZÉ, PRESIDENT, ANDAM

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« I am certain that Losanje offers a pragmatic and innovative solution to scale the upcycling process from an artisanal to an industrial level, thereby unlocking its full potential for sustainability and value creation within the French territory.»

NATHALIE DUFOUR, FOUNDER AND GENERAL MANAGER, ANDAM

« We are convinced that this nomination will truly be a game-changer for upcycling. Recognition by a jury of excellence highlights the true potential of this method of revalorization and production, and its ability to establish itself in the fashion and luxury sectors. 2025 will be the year of upcycling! »

SIMON PEYRONNAUD, CO-FOUNDER, LOSANJE

For the first edition,
the Expert Committee awarded a Special Prize to:

GOLDENEYE SMART VISION, a French technology developed by the start-up **APOLLO PLUS**, that is revolutionizing textile quality control through self-supervised AI, while generating digital twins of fabrics that can be used at every stage of production.

« Receiving this Special Prize from ANDAM is a powerful signal for our company: it validates the relevance of our technology and strengthens our connection with key players in the French fashion and textile industry.»

THOMAS ISNARD, CO-FOUNDER, GOLDENEYE SMART VISION

The winners will benefit from the mentoring of Yann Gozlan, Founder & President of Creative Valley, and a privileged access to the ANDAM Expert Committee and network so as to help them in the development of their structure and strengthen their link with the fashion industry.

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THE EXPERTS COMMITTEE

SIMONE CIPRIANI, Dean at Milano Fashion Institute, Senior Fellow at ReTech Center of École des Ponts Business School

FRANCK DELPAL, Director of the Specialized Master, IFM

NATHALIE DUFOUR, Founder and General Manager, ANDAM

ÉRIC DUPONT, Director Sustainable Development, Business Transformation, Supply Chain, CHANEL

ISABELLE FERREIRA, Deputy Scientific Director, IFTH

YANN GOZLAN, Founder and President, Creative Valley

VIOLAINE GRESSIER, Global Head of Luxury, Meta

GUILLAUME HOUZÉ, Image and Communications Director and Member of the Executive Board, Groupe Galeries Lafayette

ANNE-GAËLLE LAMORT, Sustainability Innovation Lead, KERING

CÉLINE LIPPI, Co-Founder and Managing Partner, Luxury Tech Fund

PASCAL MORAND, Executive President, Fédération de la Haute Couture et de la Mode

FLEUR PELLERIN, Founder and CEO, Korelya Capital

CLARISSE REILLE, Executive Director, DEFI

PHILIPPE RIBERA, Vice-President Innovation, Lectra

JULIE RAFTON-JOLIVET, International & Business Development Director, Techtera

YANN RIVOALLAN, President, FFPAPF

ANDRÉA ROSSO, OTB Sustainability Ambassador and Creative Consultant for Diesel Living

FLORENCE ROUSSON, President of the Première Vision Management Board and General Manager of The Creative Pole

NICOLAS SANTI-WEIL, CEO, AMI Paris

FRÉDÉRIC SILVERT, CEO, CETI

PATRICK VIGNAL, VP R&D, Lacoste

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ABOUT ANDAM

Founded in 1989 by Nathalie Dufour and chaired by Guillaume Houzé, the annual ANDAM Fashion Awards offer, for the first year, a global financial support reaching 700.000€ and a dedicated mentorship to 6 companies chosen after a long and in-depth process of selection.

Since 36 years, ANDAM brings together institutional and major private actors of the industry to develop strategies and transversal actions towards fashion talents. Its major role as agent and coordinator is made possible thanks to the commitment of:

- its two historical partners and main financial sponsors: the French ministry of Culture and DEFI (Committee for the Promotion and Development of the French Fashion Industry)

- as well as private sponsors, which renew and increase their support annually, including AMI PARIS, BALENCIAGA, BUREAU BETAK, CHANEL, CHLOÉ, FONDATION PIERRE BERGÉ YVES SAINT LAURENT, GALERIES LAFAYETTE, HERMÈS, INSTAGRAM, KERING, LACOSTE, LONGCHAMP, LVMH, L'ORÉAL PARIS, MYTHERESA, OTB, SAINT LAURENT, SWAROVSKI, TOMORROW and WSN.

Soutenu
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